

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .OBAMA FOR AMERICA

Product BARACK OBAMA

Estimate# 2051

Buyer Maura Gilroy

Phone#

Fax#

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/2051

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

VER 3 ISSUE ADD TO SKED LNS 20-33  
REVISED TOTAL 35,150.00  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	2	SU	6A-7A	ACTN NWS SU@6A	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
	3	TU-F	12P-1P	THE CHEW	:30	\$600.00	10/16-10/19	1	1	1	\$600.00	
	4	TU-F	1P-2P	GENERAL HOSPITAL	:30	\$600.00	10/16-10/19	1	1	1	\$600.00	
	5	TU-F	2P-3P	JEFF PROBST SHOW	:30	\$275.00	10/16-10/19	1	1	1	\$275.00	
	7	TU	8P-9P	HAPPY ENDING/APT 23	:30	\$5,500.00	10/16-10/16	1	1	1	\$5,500.00	
	8	TH	10P-11P	SCANDAL	:30	\$2,500.00	10/18-10/18	1	1	1	\$2,500.00	
	9	F	8P-9P	SHARK TANK	:30	\$1,250.00	10/19-10/19	1	1	1	\$1,250.00	
	10	SA	5P-830P	NCAA FTBALL	:30	\$1,750.00	10/20-10/20	1	1	1	\$1,750.00	
	11	SA	830P-930P	ACTION NEWS SPECIAL	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	12	SA	930P-10P	JUDGE JUDY	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	

2 of 5

**Salesperson Phone#** 215-567-6005  
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	13	SU	8P-9P	ONCE UPON	:30	\$3,000.00	10/21-10/21	1	1	1	\$3,000.00	
	14	TU-F	1205A-105A	KIMMEL	:30	\$200.00	10/16-10/19	1	1	1	\$200.00	
	15	M	1205A-105A	KIMMEL	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	16	M	6A-7A	ACTION NWS@6AM<	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	17	M	12P-1P	THE CHEW	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	18	M	1P-2P	GENERAL HOSPITAL	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	19	M	2P-3P	JEFF PROBST SHOW	:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
	*20	TH-F	5A-6A		:30	\$150.00	10/18-10/19	2	1	2	\$300.00	
			Buyline Comment: EARLY AM NEWS ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									
	*21	M	5A-6A		:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
			Buyline Comment: EARLY AM NEWS ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									
	*22	TH-F	6A-7A		:30	\$400.00	10/18-10/19	2	1	2	\$800.00	
			Buyline Comment: AM NEWS ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*23	M	6A-7A		:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
				Buyline Comment: AM NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*24	SA	6A-7A		:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
				Buyline Comment: AM NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*25	SU	6A-7A		:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
				Buyline Comment: AM NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*26	TH-F	9A-10A		:30	\$225.00	10/18-10/19	2	1	2	\$450.00	
				Buyline Comment: MORNING BLEND ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*27	M	9A-10A		:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
				Buyline Comment: MORNING BLEND ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*28	M	2P-3P		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
				Buyline Comment: JEFF PROBST ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*29	TH-F	6P-7P		:30	\$850.00	10/18-10/19	2	1	2	\$1,700.00	
				Buyline Comment: 6P NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*30	M	6P-7P		:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
				Buyline Comment: 6P NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*31	SA	5P-830P		:30	\$1,750.00	10/20-10/20	1	1	1	\$1,750.00	
				Buyline Comment: SAT NIGHT FOOTBALL ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*32	M	8P-10P		:30	\$7,000.00	10/22-10/22	1	1	1	\$7,000.00	
				Buyline Comment: DANCING WITH THE STARS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*33	SU	11P-1135P		:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
				Buyline Comment: SUNDAY LATE NEWS ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

---REPORT TOTALS---

Report Totals: 36 / \$35,150.00

---SALES MONTHLY TOTALS---

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Oct 12: 36 / \$35,150.00

Sales Totals: 36 / \$35,150.00

Station Totals: 36 / \$35,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$146,458	KBLR	0%	KLAS	25%	KSNV	15%	KTNV	24%	KTUD	0%
		KVCW	1%	KVMY	2%	KVVU	33%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE